R J Reynolds
Tobacco Company

J. Kevin Richardson
Information Manager-Area Operations
910-741-3440
Fax 910-741-6230

March 2, 1998

To: **All RBM's**

Subject: **January Marlin Sample Adjustments**

As you know, we adjusted the Marlin Sample in January with the removal of 900+ SM accounts, 37 Low volume accounts and the addition of 25 new CTS locations. Mike and I requested a list of the location and number of new CTS's by Region. Attached, you will find that list. Also, we requested a static sample for OO outlets to better understand the impact the addition of the new CTS's may have had on each Region. As soon as we receive the static sample we will forward a copy to each of you.

If you have any questions, please give us a call.

Best Regards,

Kevin & Mike

Kevin Richardson ext. 3440
Mike Jacques ext. 5660

cc: AVP's
AMO's
Frank Petto
Jeannie Marshall

51843 8235

Source: https://www.industrydocuments.ucsf.edu/docs/pqyp0000

2/26/98

JANUARY '98 CIGARETTE OUTLET ADDITIONS

REGION	NET INCREASE	DEC97 SAMPLE
ATLANTA	1	5
BUFFALO	2	23
CHICAGO	2	17
CINCINNATI	2	17
DENVER	2	31
HOUSTON	3	8
MINNEAPOLIS	1	12
PHILADELPHIA	5	6
PITTSBURGH	1	9
SEATTLE	2	21
S. FLORIDA	2	10
ST. LOUIS	1	25
WINSTON-SALEM	1	13
TOTAL	25	
BOSTON	0	8
DALLAS	0	24
DETROIT	0	14
NY	0	3
N. CALIF	0	17
RICHMOND	0	17
S. CALIF	0	10
TOTAL	25	290

51843 8236

Source: https://www.industrydocuments.ucsf.edu/docs/pqvp0000

2/26/98

JANUARY '98 CIGARETTE OUTLET ADDITIONS

REGION	NET INCREASE
ATLANTA	1
BUFFALO	2
CHICAGO	2
CINCINNATI	2
DENVER	2
HOUSTON	3
MINNEAPOLIS	1
PHILADELPHIA	5
PITTSBURGH	1
SEATTLE	2
S. FLORIDA	2
ST. LOUIS	1
WINSTON-SALEM	1
TOTAL	25

51843 8237

Source: https://www.industrydocuments.ucsf.edu/docs/pqvp0000